

City of Somerville - Mystery Customer Instructions

We recommend that you make a note of the following information onsite, if applicable, so that you do not forget it:

- Time you arrived
- How many windows were open
- How many people were in line ahead of you
- Wait time

Office

If you wait in line, use that time to look around the office space. Evaluate the cleanliness, atmosphere, and signage. Are the signs clear? Are they up to date? Do the signs make it easy for you to find the right office and indicate where to stand in line? Does information on signs agree with information that the clerks are giving and information that you saw on the website, if applicable?

If you observe the clerks interacting with other customers, you may wish to comment on those transactions as well as your own.

If you do not have to wait in line, linger on your way out of the office and look around a bit so that you will be able to evaluate the office space, cleanliness, signs, etc., as described above.

Customer Service

For the rating questions, refer to the following explanations:

- 1 – unacceptable
- 2 – needs improvement
- 3 – fair
- 4 – good
- 5 – exceeds expectations

Usually you will give ratings of 2, 3, or 4. Ask yourself, in an office with reasonably good customer service, is the service you receive somewhat worse than you expect? (2), about what you would expect? (3), or somewhat better than you'd expect? (4). On the survey, you will be able to make comments to explain any of your ratings. The explanatory information is very helpful, but not required.

Ratings of 1 or 5 should be left for the rare, more extreme cases of negative or positive service, and you should briefly describe the service in the comment field to indicate why it deserved such a low or high score.

Here are more questions to ask yourself as you rate the service you receive:

Rate the greeting. Did it seem sincere and welcoming?

The following are examples of greetings at each rating

- 1 The clerk takes 2 minutes to acknowledge you when you step up to the window. He/she then asks, “What do you want?” in an unfriendly tone.
- 2 The clerk calls “Next” when it’s your turn. When you reach the clerk’s window, he/she does not greet you or ask how he/she can help you. The clerk is not rude or friendly—no eye contact/smile/etc. OR, The clerk asks how he/she can help you but sighs, making you feel like you are bothering him/her.
- 3 The clerk calls “Next” when it’s your turn. When you reach the window, the clerk asks how he/she can help you. The greeting is quick and polite, but it’s not very friendly either—no smile, etc.
- 4 When you reach the window, the clerk says hello in a friendly way, with a smile. OR, the clerk asks how he/she can help you in a way that seems genuine and welcoming.
- 5 The greeting strikes you as unusually friendly, while also professionally appropriate. Maybe the clerk thoughtfully pays you a compliment or makes some other personal connection.

Rate the expertise of the person who assisted you. Were they knowledgeable about services and procedures pertaining to their office? Did they act in a way that made you feel confident in their abilities? If they referred you to someone else, was the referral correct?

Rate the courteousness of service. This should be straightforward. Was the person polite, considerate, etc.?

Rate the clarity of communication. Did they present information clearly, so that it was easy to understand? Was the information that they provided complete?

In closing:

- **Did the representative offer additional help?**
- **Was there a proper closing?**

We would like to see at least one of these two things occur at the conclusion of the transaction. The representative may ask if there is anything else they can help you with or if you have questions, or they may thank you and say goodbye, wish you a good day/weekend/etc.

Try not to initiate the closing yourself. For instance, if you say, “Have a good weekend” and they answer “You too,” there would be a proper closing—but maybe only because you initiated it. Try to be neutral (simply polite) in order to get as accurate a read of the service as possible.

Submitting your response

After the transaction, please enter your feedback online at:

<http://MysteryCustomer.speedsurvey.com>

For feedback on phone service, please enter your feedback at:

<http://MysteryPhone.speedsurvey.com>

If you prefer to submit your evaluation on paper, please mail the completed form to: **City of Somerville, SomerStat Office, attn: Mystery Shopper, 93 Highland Ave, Somerville, 02143**. Please write your address on the envelope, and we will send you additional copies of the form and a stamped, addressed envelope for future evaluations.

Please don't forget to enter your personal I.D. code! The first 50 people to complete 5 different transactions will receive a free T-shirt from the City of Somerville as a thank you gift. We will also hold an informational community meeting and reception to discuss the results of these evaluations.

If you have any questions, please do not hesitate to contact Sara Shepard at sshepard@ci.somerville.ma.us, or call the SomerStat office at 617-625-6600, extension 2110.

Thank you for your assistance with this important new program!